

FOR IMMEDIATE RELEASE
June 11, 2007

CONTACT:
Frank Luzi
Director of Media Relations
215-963-0667 x 3129
fluzi@pleasetouchmuseum.org

**PLEASE TOUCH MUSEUM'S OFFERS MORE TIME TO PLAY
ON FIRST FRIDAYS NIGHTS IN JULY, AUGUST, AND SEPTEMBER
Evening admission is \$2 during Target First Fridays presented by Target**

PHILADELPHIA – Please Touch Museum, the Children's Museum of Philadelphia, today announced the museum will be open for extended hours during the first Fridays of July, August and September, 2007. The evening hours, sponsored by Target, will allow visitors extra time to enjoy the museum's award-winning exhibits and programs at an affordable price: Admission for guests over the age of 1 will be just \$2 between the hours of 5:00 p.m. and 7:00 p.m. on July 6, August 3, and September 7.

"This is an incredible opportunity for families with young children to start their summer weekends with some family play time," said Nancy D. Kolb, President and CEO of Please Touch Museum. "This is an exciting summer at the museum, with the arrival of the nationally-traveling Dragons & Fairies exhibit, and we want to make it available to as many people as possible. We are extremely grateful to Target for helping us reach out to some of our visitors who have a hard time getting here during the day."

"We're thrilled to partner with Please Touch Museum to offer Target First Fridays throughout July, August and September," said Laysha Ward, vice president, community relations, Target. "At Target, we are dedicated to supporting the arts and hope that through this partnership we'll help make valuable hands on learning experiences more accessible to Philadelphia children and their families, while providing them an opportunity to spend quality time together and experience the arts in a fun and exciting way."

The museum's entire gallery floor will be open during Target First Fridays. The museum will also offer theater performances and gallery activities, including:

Kids Creations art activity (5:00-7:00 p.m.)

Kids can learn about their ancestors through a fun 'Family Tree' art project.

Barnyard activity (5:00-7:00 p.m.)

Visitors can design a post card to send to a family member.

Story Garden story times (5:30 and 6:30 p.m.)

Please Touch Playhouse performance of From the Sea to the Sky (6:00 p.m.)

About Target

Minneapolis-based Target serves guests at 1,502 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or

shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

#

Please Touch Museum® is dedicated to enriching the lives of children by providing learning opportunities through play. Recognized locally and nationally as one of the best children's museums, Please Touch is open seven days a week from 9 a.m. until 4:30 p.m. Admission is \$9.95 for adults and children age one and over. Children under one are free. For more information, please call 215-963-0667, or visit www.pleasetouchmuseum.org.